

- Of those aware, just over a quarter (27%) reported that they ever used the feature, while almost three quarters (73%) indicated that they never used the feature.

AWARENESS OF DBS

- Over one third (36%) of dish owners report being aware of the term DBS (Direct Broadcast Satellite) on an unaided basis. Upon being read a brief description, over half (56%) reported having heard of DBS.
- These results compare favorable with the SBCA's 1992 research study, in which 27% of respondents were aware of DBS on an unaided basis, and 44% of respondents were aware after being read a brief description of DBS.

DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

- As in other studies, satellite dish owners were found to be older, more educated, and more affluent than the national average consumer.

Satellite Dish Owner Demographic Profile

	<u>Satellite Dish Owners</u>	<u>National Average</u>
<u>Age</u>		
18-34	12%	36%
35-44	27%	21%
45-54	25%	14%
55-64	19%	11%
65+	15%	17%
Mean Age	49.3	42.9
<u>Education</u>		
Some high school	10%	22%
High school graduate	44%	38%
Some college	24%	19%
College graduate or more	21%	19%
<u>Household Composition</u>		
Have Kids	39%	38%
Do Not Have Kids	61%	62%
<u>Race</u>		
White	94%	79%
Black	2%	10%
Other	2%	9%
Refused	2%	2%

Income

Under \$20K	10%	23%
\$20K to less than \$30K	16%	19%
\$30K to less than \$40K	19%	13%
\$40K to less than \$50K	15%	10%
\$50K to less than \$75K	15%	12%
\$75K or more	8%	7%
Mean Income	\$43.5K	\$36.3K

Home Ownership Status

Own home	97%	69%
Rent	3%	31%

- As expected, the study shows that home satellite dish owners live predominantly in rural areas.
Location of Residence (Self-reported)

	<u>Satellite Dish Owners</u>	<u>National Average*</u>
Rural	64%	25%**
Suburban	22%	-75% (combined)
Urban	13%	-

- Dish owners are much more likely than the population as a whole to live in the Northcentral region of the U.S. and much less likely than the population as a whole to live in the Northeast region of the U.S.

<u>Region</u>	<u>Satellite Dish Owners</u>	<u>National Average*</u>
Northeast	9%	21%
Northcentral	38%	24%
South	37%	34%
West	16%	21%

- In addition, dish owners are much more likely to own other home theater consumer electronics equipment than the national average.

Ownership of Consumer Electronics Equipment

	<u>Satellite Dish Owners</u>	<u>National Average*</u>
VCR	93%	79%
Stereo sound TV	74%	27%
Big screen TV	20%	3%
Laser disc system	4%	Not Available

*Source: Average of Bruskin/Goldring's weekly omnibus database

**Source: U.S. Bureau of Census

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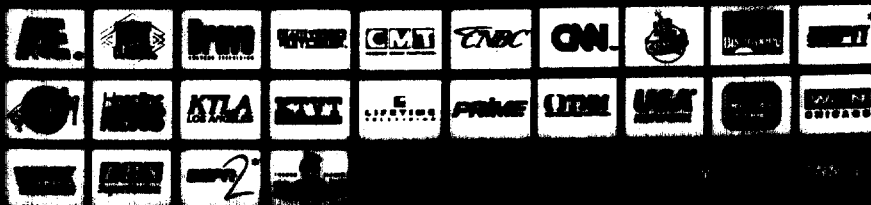
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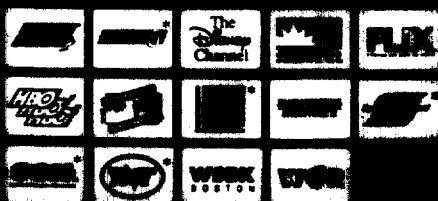
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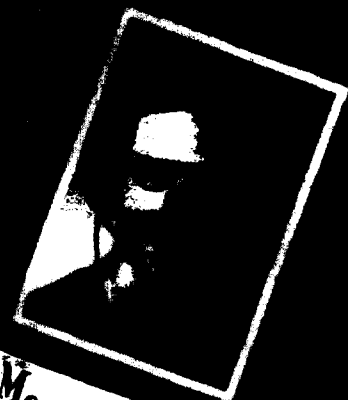
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